MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

BMK2614 – PRINCIPLES OF MARKETING

(All Sections / Groups)

30 May 2019
9 AM – 12 PM
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages including the cover page with 5 questions.
2. Answer **ALL** questions. Distribution of marks for each question is given.
3. Please write your answers in the Answer Booklet provided.

INSTRUCTION: Answer ALL questions.

QUESTION 1

Marketing process starts with understanding the marketplace and customer needs and wants. Discuss:

a) Customer needs and wants from marketing perspectives. (5 marks)
b) How culture and social classes can shape customer wants. (10 marks)
c) How market segmentation can help a company to stay customer-centered. (5 marks)

(Total: 20 marks)

QUESTION 2

Panosonic has decided to launch a new smart television using "more for more" value proposition with a higher price to cover the higher cost. Kindly suggest and justify the individual product decisions for this new smart television in terms of:

a) Quality (4 marks)
b) Features (4 marks)
c) Style (4 marks)
d) Branding (4 marks)
e) Product support services (4 marks)

(Total: 20 marks)

QUESTION 3

Food Delivery Panda has decided to price its lunch boxes for customers located in different districts in Melaka. Discuss the following geographical pricing that Food Delivery Panda can implement for their customers in Melaka: FOB-origin pricing, uniformed-delivered pricing, zone pricing, basing-point pricing, and freight-absorption pricing.

(Total: 20 marks)

QUESTION 4

a) Compare and contrast a conventional marketing channel and a vertical marketing channel.

(10 marks)

b) Describe a horizontal marketing system.

(10 marks)
(Total: 20 marks)

Continued...

QUESTION 5

As part of the promotion mix, advertising is a tool that is able to reach masses of buyer at low cost per exposure and can be used to build a long term image of the product. Its disadvantage however, is that it requires high investments. Explain in detail FOUR (4) methods a company can use to set its advertising budget.

(20 marks)

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